GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1311
ANSWERED ON:25.07.2016
Financial Assistance for Development of Tourism in Rural Areas
Diwakar Shri Rajesh Kumar;Godse Shri Hemant Tukaram;Karadi Shri Sanganna Amarappa;Nayak Shri B.V.

Will the Minister of TOURISM be pleased to state:

(a) whether the Government is planning to formulate any new scheme under the Village Tourism Projects for the development of tourism in the rural areas of the country;
(b) if so, the details thereof and the steps taken by the Government in this regard along with the sites identified in this regard;
(c) whether the Government has received any proposals from various State Governments for the development and promotion of rural tourism, infrastructure and capacity building of rural inhabitants by improving their earning and if so, the status of the said proposals along with the action taken by the Government in this regard, State-wise including Karnataka;
(d) whether the Government proposes to offer some special offers to foreign tourists for visiting rural areas and if so, the details thereof; and
(e) whether the Government has made special scheme to provide road, rail and air linkages to such destinations and if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) and (b): The Ministry of Tourism has launched a new plan scheme Swadesh Darshan scheme for Integrated Development of Theme-Based Tourist Circuits in the year 2014-15. Rural Circuit is one of the thirteen thematic circuits identified for development under the scheme.

(c): The Ministry of Tourism provides Central Financial Assistance to State Governments/Union Territory Administrations for various tourism projects including the components of capacity building and infrastructure development of rural destinations subject to availability of funds, liquidation of pending utilization certificates against the funds released earlier, submission of suitable detailed project report and adherence to the relevant scheme guidelines. No project has been sanctioned under the Rural Circuit theme of Swadesh Darshan scheme.

(d): To promote various tourism destinations and products of the country including rural tourism products, the Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line.

In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India tourism Offices abroad with the objective of showcasing India's tourism potential.

(e): For improvement of connectivity in the circuit, central financial assistance is provided under the Swadesh Darshan scheme for the components like; last mile connectivity, heliports, helipads, procurement of equipment for eco- friendly modes of tourist transport etc.
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